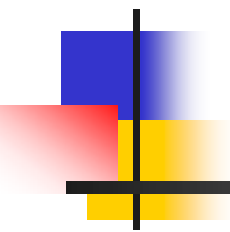


2003 Hampton Citizen Survey

- 
- Conducted by Continental Research Assoc., Inc.
 - Independent telephone survey of 300 residents
 - August 21 – Sept. 16, 2003 (same time each year)
 - Randomly-selected households
 - Professional interviewers using a 6-attempt method
 - Margin of error \equiv 5.6%



2003 Hampton Citizen Survey

Purpose – Measure the opinions of Hampton residents. (Tracking study began in 1987.)

Helps identify strengths and weaknesses of City government and the City.



Rating of City Services

Entertainment at Hampton Coliseum

2000

2001

2002

2003

Satisfied

82.9%

90.0%

83.6%

79.9%



Rating of City Services

Public Libraries

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	97.0%	98.3%	96.0%	99.3%



Rating of City Services

The City's Parks

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	87.8%	91.3%	88.3%	89.7%



Rating of City Services

Community Centers

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	90.7%	92.6%	87.7%	88.2%



Rating of City Services

Paramedic and Ambulance Services

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	95.6%	98.7%	98.0%	97.3%
-----------	-------	-------	-------	-------



Rating of City Services

Police Services

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	91.3%	92.0%	91.3%	91.7%



Rating of City Services

Fire Services

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	99.7%	100.0%	99.0%	99.7%
-----------	-------	--------	-------	-------



Rating of City Services

Public Health Services

2000

2001

2002

2003

Satisfied	92.3%	96.3%	90.4%	91.5%
-----------	-------	-------	-------	-------



Rating of City Services

Social Services Programs

2000

2001

2002

2003

Satisfied	86.3%	91.0%	84.8%	86.0%
-----------	-------	-------	-------	-------



Rating of City Services

Public School System

2000

2001

2002

2003

Satisfied	77.1%	81.7%	78.3%	78.0%
-----------	-------	-------	-------	-------



Rating of City Services

Youth Sports Activities

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	88.7%	90.8%	88.9%	88.1%
-----------	-------	-------	-------	-------



Rating of City Services

Adult Recreation Activities

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	84.2%	88.0%	86.6%	83.8%



Rating of City Services

Parenting Programs, Classes and Resources

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	88.6%	92.9%	91.9%	92.2%
-----------	-------	-------	-------	-------



Rating of City Services

Cultural and Arts Programs

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	84.2%	87.4%	84.9%	87.9%
-----------	-------	-------	-------	-------



Rating of City Services

Recycling Program

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	87.0%	91.0%	89.3%	91.3%



Rating of City Services

Garbage Collection

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Satisfied	92.0%	96.0%	93.6%	95.0%
-----------	-------	-------	-------	-------



Rating of City Services

Application process for obtaining City permit

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	89.6%	91.5%	87.2%	89.3%



Rating of City Services

Information available on City services

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	90.7%	94.7%	91.7%	90.7%



Rating of City Services

Beautification & Landscaping of City Roadways

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	81.7%	86.3%	79.0%	73.0%



Rating of City Services

The overall appearance of Hampton

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	87.3%	89.7%	83.0%	84.0%



Rating of City Services

Condition of the main roads in the City

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	65.0%	72.3%	63.3%	52.0%



Rating of City Services

Condition of Neighborhood Streets

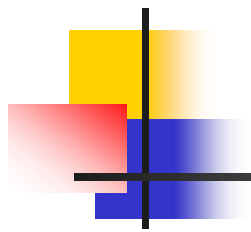
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	65.3%	71.0%	74.7%	74.0%



Rating of City Services

The Ease of Traffic Flow on Main Roads

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	69.7%	63.3%	52.0%	45.3%



Rating of City Services

Ease of Traffic Flow on Neighborhood Streets

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	90.0%	89.7%	90.0%	85.7%



Rating of City Services

Courtesy of City Employees

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	94.0%	93.7%	93.3%	93.0%
Mean	3.05	3.03	3.02	3.10



Rating of City Services

Overall work performance of City employees

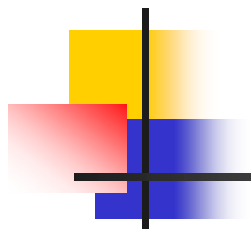
	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	93.3%	91.7%	90.3%	92.0%



Rating of City Services

311 Phone System

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	88.1%	91.1%	92.5%	93.5%



“I know how to inform the City about the way I feel on important issues”

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Agree	81.7%	84.3%	73.3%	80.0%



Rating of City Services

“Before the City makes important decisions, it considers the opinion of citizens who want to be heard”

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Agree	69.7%	74.0%	62.7%	63.0%



Rating of City Services

"Generally speaking, my neighborhood receives the City services it needs"

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Agree	85.3%	84.7%	86.0%	86.3%



Rating of City Services

“City works to provide services to improve the quality of life in all Hampton Neighborhoods”

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
--	-------------	-------------	-------------	-------------

Agree	72.3%	78.0%	75.0%	62.7%
-------	-------	-------	-------	-------



Rating of City Services

Called City in Last Year

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Yes	56.3%	54.0%	53.3%	63.3%



Rating of City Services

How satisfied were you with the ease of making that contact?

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	78.7%	92.0%	81.3%	88.4%



Rating of City Services

How satisfied were you with how quickly the City handled things?

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	77.5%	86.4%	81.3%	82.6%



Rating of City Services

How satisfied were you with the overall quality of the response to your question or problem?

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Satisfied	84.0%	87.0%	83.1%	82.6%



Rating of City Services

Do you have Internet access
either at home or at work?

	<u>2001</u>	<u>2002</u>	<u>2003</u>
Yes, at home (only)	20.3%	27.0%	31.7%
Yes, at work (only)	5.7%	6.3%	6.3%
Yes, both	29.3%	31.3%	31.7%
Total	55.3%	64.6%	69.7%



Rating of City Services

Watched City Council meetings on
TV-47?

	<u>2001</u>	<u>2002</u>	<u>2003</u>
Yes	43.7%	40.0%	40.3%



Rating of City Services

How many times in the past 12 months did you watch City Council meetings on Channel 47?

	<u>2001</u>	<u>2002</u>	<u>2003</u>
Six to twelve times	12.0%	9.3%	11.3%
Thirteen to twenty-four times	2.0%	4.0%	1.7%



Rating of City Services

Have you watched any of the other programs or shows on The City Channel, TV-47, in the past 12 months?

	<u>2001</u>	<u>2002</u>	<u>2003</u>
Yes	35.0%	30.7%	31.0%



Rating of City Services

Overall, how would you rate the quality of The City Channel programs you have seen?

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Good/Excellent	81%	84.8%	72.8%	79.5%



How Residents Get Information on City Government

<u>Main Source:</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Newspaper	56%	48%	48%
Network TV	11%	11%	13%
The Internet	6%	9%	12%
The City Channel (Ch. 47)	4%	8%	8%
City Publications	7%	7%	5%
Friend/relative	6%	7%	5%
Call the office	5%	3%	3%



Rating of City Services

Have you seen "The Hampton City Page" in the *Daily Press*?

	<u>2002</u>	<u>2003</u>
Yes	58%	58%



City Page Content

	<u>2002</u>	<u>2003</u>
Satisfied:	97.1%	92%



Conclusion

- “While some individual scores may show minor variations year to year, they are quite high overall”

Continental Research